

WELCOME



Introduction

Mark Berdan, President, Region 7B

- 29 years in Michigan's talent development system
- Appointed to various state boards including Veterans and Michigan Rehabilitation Services and Prima Civitas
- President of Northern Transformation Corporation, a 501c(3) nonprofit



Introduction

Jacob Maas, Executive Director Michigan Works! Kent, Allegan & Barry Counties

- 12 years in Michigan's talent development system
- Serve on the Michigan Works! Directors Council Steering Committee.
- Serve on the Governor's Commission on Community Action and Economic Opportunity



- Who we are, what we do, and why
- Why we're different from other states
- How we are demand-driven
- Our performance
- Where we are now & where we're going in the future
- Key issues we face
- Recommendations

Who We Are

- Michigan's Talent Development system
- Led by local/regional private sector business reps – Workforce Development Boards
- A consolidation of many different federal funding streams into one integrated system
- Delivered through 24 Michigan Works! Agencies (MWAs)
 - Locally run & locally accountable makes us responsive, less bureaucratic, more flexible & creative
- Services through two main avenues
 - Business Services Teams (24 local/regional)
 - Michigan Works! Service Centers (100 one-stop centers)

Our Customers

- Our primary customer is the state's employers
 - Individual companies
 - Clusters or sectors
- We also serve the full spectrum of job seekers
 - Career or job changers
 - School to work
 - Unemployment to work
 - Welfare to work
 - All educational and socio-demographic backgrounds
 - Youth & adults



Services We Provide to Employers

- Assistance throughout the hiring process
 - Job postings on Pure Michigan Talent Connect
 - Candidate recruitment, screening & pre-interviewing
 - Referral of appropriate candidates
 - Testing if requested
- Training
 - On-the-job training
 - Incumbent worker training
 - Just-in-time customized training
 - Pipeline training for future workforce
- Business development services, information & referral
- Much more!

Services we Provide to Job Seekers

- | | |
|---|---|
| • Career & Skill Assessment | • Interviewing skills & practice |
| • Occupational information & research | • Referrals to job postings |
| • Education and training | • Referrals to community services for basic needs |
| • Networking and other job search processes | • Work experience and job coaching |
| • Resumes, cover letters, applications | • Much more! |

How & Why We Are Different

- Other states have no consolidation
 - Separate state & local delivery systems for WIA, ES, Trade Act, welfare-to-work, etc.
 - Customer confusion & run-around
- Michigan's system
 - is more financially efficient;
 - is more customer friendly;
 - is more effective through linkages among programs;
 - makes better use of local private sector leaders;
 - far out-performs all other states.

We are Demand Driven

- Employers' needs drive all our services
- Limited resources = focus on highest market needs
- The better we serve the employer, the better we serve the job seeker
- Federal funding sources are designed primarily for supply-driven programs
- Michigan Works! has turned that upside down
- All 24 MWAs have active Business Services teams
- Talent Tours

Michigan Works! Performance

- Michigan far surpasses all other states in
 - Number of business & individuals served
 - 17 federally required performance standards
 - Data available upon request
- Strongest talent development association in the nation (Michigan Works! Association)
- First state to establish one-stop centers through a national demonstration site
- First state to integrate funding streams (only 2 others have tried)
- Strongly held belief that Talent is a key factor in economic development

Other Local Roles We Play

- Convener of various groups with common interests
- Convener of employers with similar skill needs
- Facilitator of new training approaches
- Participate in human services collaboratives
- Key partner to K-12 education, career tech centers, and post-secondary education
- Key partner to local economic development groups, Chambers, regional MEDC staff, etc.

Recent Initiatives

- Adoption of Demand Driven definition & policy
- Formation of 10 Talent Districts statewide
 - Collaboration among MWAs
 - Focused on creating greater efficiencies
 - Funding “hubs” for WDA and MEDC special initiatives
- Greater emphasis on sharing of best practices among MWAs
- Opened our Michigan Works! Association Board to include business group reps such as MMA

Recommendations

Approval of the Skilled Trade Training Fund as proposed by the Governor.

- Currently the demand outweighs the funding allocated.
- FY 14 and 15 funding was obligated by the end of the first quarter.

Continue to support and expand the integrated talent system of Michigan Works!

- use it for delivery of new programs & initiatives
- augment federal resources with more flexible & policy-focused state resources
- Take advantage of the private sector leadership
- Influence federal lawmakers to fully fund the newly enacted Workforce Innovation and Opportunity Act (WIOA).

Thank You!

Jacob Maas

jmaas@acset.org

(616) 336-4128

Mark Berdan

mberdan@michworks4u.org

(989) 329-0161

